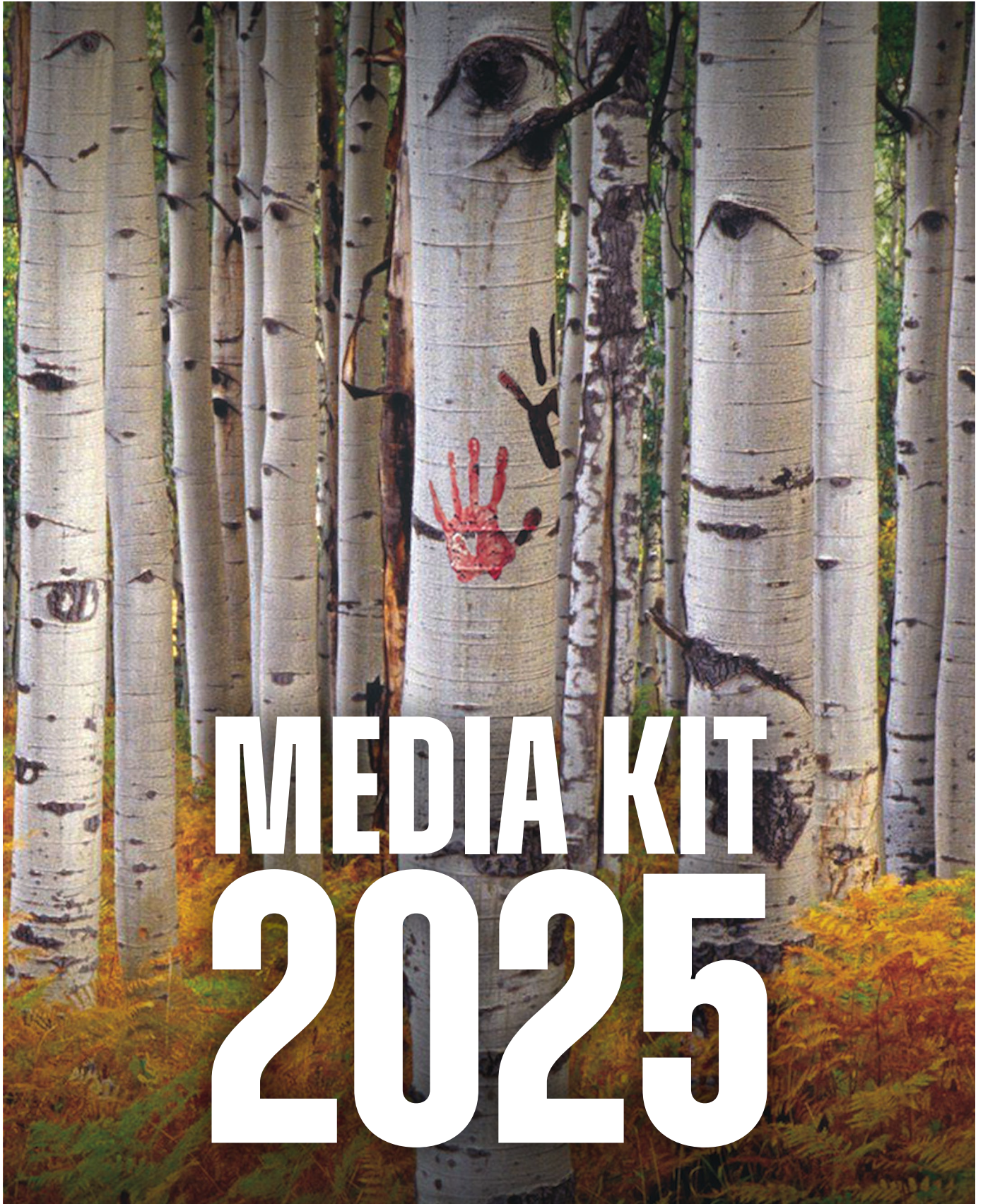


# HUNTING LIFE MAGAZINE

EST. 2006



**MEDIA KIT  
2025**

# ABOUT THE FOUNDER



KEVIN PAULSON,  
FOUNDER HUNTINGLIFE.COM

**M**y passion for hunting began at the age of five hunting mule deer in the high desert of the Eastern Sierra Mountains alongside my father. It's still one of my favorite places. Over the next 30 years, I was able to chase ducks, dove, mule deer, whitetail, elk and antelope on trips with my father from California to Virginia, Wyoming, Montana and Idaho.

In 2003, I began writing and blogging about the outdoors in the pages of our outfitter website. I shared tips, tricks and gear advice for prospective elk, bear and deer hunters coming to Idaho and Montana. In 2006, after the passing of my father, I sold my portion of the outfitting business and bought HuntingLife.com the next day in an effort to continue my passion for writing, storytelling and the outdoors. HuntingLife.com was really built to be a tribute to my father, who spent his life

hunting, shooting and working for the USFS.

Hunting Life a conduit to share the message of the North American Conservation Model and help hunters from all walks of life get the knowledge they need to experience the outdoors. A lot has changed over the last 17 years, but in a lot of ways things have stayed the same: produce great content that educates and informs your readers and be authentic to your audience.

—Kevin Paulson

## MEDIA STATISTICS

**320K+** SOCIAL MEDIA FOLLOWERS

**35K+** EMAIL SUBSCRIBERS

**30K** VISITORS/AVERAGE OF 2 MIN PER VISIT

**20K** ARTICLES POSTED LIVE



**5,300**  
FOLLOWERS



**52,733**  
FOLLOWERS



**239,545**  
FOLLOWERS



**552**  
FOLLOWERS

# SPONSORSHIP OPPORTUNITIES



## HUNTINGLIFE.COM BANNER ADS

|  |            |
|--|------------|
| 300 X 600 Banner Ad (Three Month Minimum) .....            | \$750.00   |
| 300 X 250 Banner Ad (Three Month Minimum) .....            | \$500.00   |
| 728 X 90 Leaderboard Banner Ad (Three Month Minimum) ..... | \$1,000.00 |

## DEDICATED EMAIL BLAST 39K+

|  |            |
|--|------------|
| Individual Email Blast - 11% Open Rate (24 available per year) ..... | \$1,000.00 |
|--|------------|

## HUNTING LIFE MAGAZINE 1-2 ISSUES

|  |            |
|--|------------|
| Inside Front Cover 2-Page Spread ..... | \$2,250.00 |
| Back Final Cover 1-Page Spread .....   | \$1,650.00 |
| Individual 1-Page Ad .....             | \$1,350.00 |
| Individual 2-Page Spread .....         | \$1,850.00 |

## HUNTING LIFE MAGAZINE 3-4 ISSUES

|  |            |
|--|------------|
| Inside Front Cover 2-Page Spread ..... | \$2,050.00 |
| Back Final Cover 1-Page Spread .....   | \$1,450.00 |
| Individual 1-Page Ad .....             | \$1,150.00 |
| Individual 2-Page Spread .....         | \$1,650.00 |

# ABOUT HUNTING LIFE MAGAZINE



**H**

unting Life is published quarterly, with content and imagery featuring various topics in the hunting, shooting, fishing and outdoor industry. Conservation, interviews, stories, gear reviews and much more are detailed in our publication.

In 2023, the Professional Outdoor Media Association awarded Hunting Life Magazine two Pinnacle Awards for remarkable achievement in traditional outdoor sports-focused communications.

#### TERMS

Hunting Life reserves the right to refuse material not consistent with the organization's standards. Cancellations cannot be accepted after closing date.

#### DESIGN SERVICES

Design services are available upon request. Rates will be determined by Hunting Life by

amount of time and materials required.

#### ELECTRONIC FILES

High-resolution CMYK PDF files are accepted. All image and fonts should be embedded, or fonts should be outlined before producing the final press ready CMYK PDF. Do not submit ads with crop marks or printer's marks.

#### AD SIZES

Ad sizes are 8.5 X 11 and 2-page spreads are 2 x 8.5 x 11. Advertisers will be notified when the incorrect ad PDFs are sent. If a new ad isn't available within the printing timeline we will float and fit the ad to the best of our ability.

| ISSUE  | AD CLOSE   | MATERIALS DUE | MAGAZINE LIVE |
|--------|------------|---------------|---------------|
| SPRING | JANUARY 15 | JANUARY 31    | FEBRUARY 28   |
| SUMMER | APRIL 15   | APRIL 31      | MAY 28        |
| FALL   | JULY 15    | JULY 31       | AUGUST 28     |
| WINTER | OCTOBER 15 | OCTOBER 31    | NOVEMBER 28   |



**KEVIN PAULSON**

Founder

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